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A survey conducted by a class in public opinion research at the University of Wisconsin to gage student attitudes toward the Wisconsin Union. Survey findings with regard to program preferences and student participation assisted union committee chairmen and staff members in program planning and budget allocations.

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Uncovering Student Attitudes Toward the Union

The Wisconsin Union received a high rating from undergraduate students last year in a survey conducted by a class in public opinion research, which set out to gauge student attitudes toward the Union. The survey results, based upon intensive interviews with students carefully chosen as a representative sample, showed that:

91% of the students polled felt that the Union was doing a good or adequate job in serving the student body **generally**, with some 20% fewer feeling that the Union job of serving them **personally** was good or adequate (the drop in the case of "personal" service rating being accounted for by students not making extensive use of the Union, for time or other reasons).

91% thought the service was good, on the whole.

87% said that the employees are helpful.

Only 9% felt that Union food was too expensive, and only 4% said that the cost of recreation was too high—considered an unusually small percent for a college campus.

76% of all students interviewed had used eight or more of the 25 main Union facilities and programs listed in the survey. Almost every student had used something during the semester; less than ½% used only one of the programs listed or none. In other words, virtually 100% of the campus was reached by the Union program during the semester the survey was taken.

74% said they got their money's worth from their Union fee (although only 60% knew they were paying the fee before the interviewer told them about it.)

THE SURVEY METHOD

The class, in cooperation with their supervising professor and the Union staff, drew up the questions for the survey, and selected at random a representative group of students—dormitory, fraternity, and independent men and women. Personal interviews lasting an average of an hour were held with some 300 students.

The survey, now constantly referred to by Union committee chairmen and staff members in program planning and budget allocations, not only plotted student attitudes toward the Union but the actual use students make of the programs and facilities provided by the Union.

WHAT DO STUDENTS USE MOST?

In answer to the question asking what they use in the Union, most students (86%) listed the Union's lounges. And, more than one-half of the students interviewed used the lounges more than six times a semester. Of those who used the lounge facilities six times or more, more than one-quarter used them 22 times or more a semester.

The Rathskeller, or snack bar, was also at the top of the list. 83% used it as a lounging and meeting place (exclusive of dining), and more than one half paid a visit seven times a semester or more. The 'regulars" (29%) used it more than 16 times a semester, or at least once a week. Independent women led the way, with four out of ten visiting the Union's German "keller" at least once a week—31% more than 45 times a semester, or approximately three times a week.

ART INTEREST HIGH

Surprise of the survey, and running counter to patterns at many universities, the Union art exhibitions polled third place among the most-used Union facilities. 72% of all students saw at least one exhibition, with four out of ten students visiting the galleries more than four times a semester. The Union galleries change shows about five times during an average semester.

The weekend films ranked fourth, attracting three out of ten of the students questioned from four to 15 times a semester; 65% had seen "Movie Time" at least once.

Other facilities and programs among the top twelve in order of use were: dances sponsored by the Union; television; Rathskeller for meals; cafeteria; concerts; bowling; theater road shows; and Union library.

WHAT IS MOST IMPORTANT TO HAVE? . . . PLAYS, CONCERTS

After finding out what students actually used, the interviewers asked "what is most important to have available?"

Plays by traveling professional companies (61%), major concert events (59%), and dances (51%) rated one, two and three, respectively, in popularity. Public lounges (42%) dropped to fourth place in this question after topping everything else in actual use. Bowling (39%) catapulted to fifth place while forums-lectures-discussions-debates (36%) ranked sixth.

Other programs and facilities among the top dozen listed in order of importance to students are: live jazz sessions; movies; Rathskeller for snacks and informal meeting; cafeteria; art exhibitions; and table tennis.

WHAT IS THE UNION TO STUDENTS?

Cold atmosphere? . . . friendly? . . . too crowded? . . . dull? . . . home-like?

When asked to characterize the Union, most students agreed that the Union is: where they "usually feel at home" (8 out of 10); where they "find a variety of interesting things to do" (8 out of 10); and "where there is a friendly atmosphere" (7 out of 10).

When asked what the closing of the Union would mean to them personally, 59% of the students said it would make some or a great deal of difference. Only 10% said it would make no difference at all.

WHO USES THE UNION MOST?

The Union started out in 1928 as a men's club, but, according to last year's survey, a higher percentage of the women enrolled used it than the men.

The heaviest users of programs and facilities turned out to be independent women (with 92% using 8 or more facilities or programs during the semester), sorority girls (with 90% using 8 or more of the faclities or programs on the check list), and fraternity men (of whom 88% used more than 8 programs or facilities). 20% of the sorority girls questioned used 16 or more different types of facilities and programs. Dorm men (76%) and dorm women (73%) were about equal users. Independent men (71%) were lowest. (Frequency of attendance was not considered in the survey).

GREEKS ACTIVE ON COMMITTEES

Of all the housing groups, the Greeks are most active on committees. 36% of the sorority women and 28% of the fraternity men questioned either had served or were serving on Union committees, while only 14% of the independent women and 10% of the independent men had served or were serving as committee members. The dorms were low in committee participation, with only 26% of the dorm women and 4% of the dorm men checking Union committee activity. The survey-takers pointed out that a large percent of dorm men are engineering students with little time for committee work because of heavy schedules.

Not only were sorority women high in committee work but they also knew more about the Union and were its most critical users. About one in five said that the Union could do a better job in serving the campus generally and the individual student personally. Only 26% of the sorority members polled saw no need for expansion of the Union program while 74% of the least active group, dorm men, did not see a need for expansion. Again, it was pointed out that because of heavy engineering schedules, dorm men have limited opportunities to take advantage of Union programs.

WHO BENEFITS MOST?

Students interviewed were asked if they thought certain groups of students benefited more than others from the Union and whether or not this is fair. Despite the fact that fewer independent men used the Union than any other group, about a third of all students (including 57% of the fraternity men) said they believe independents benefit most from the Union, but that they felt this is fair. (Only one person interviewed felt that independents benefited most, and that this was unfair). 9% said that foreign students benefit more than others, and that this is also just.

EXPANSION AND ADDITIONS WANTED

More than half of the students in the survey had nothing to suggest for expansion of already existing programs and 90% could not suggest any brand new programs. Those who did have suggestions listed, among other things, swimming pool, date bureau, bank, skating rink, and fish frys.

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Staff News

Ohio Staff Set

Clarence G. Dougherty, acting director, has announced the new staff of the Ohio State Union.

John Ketter, formerly assistant to the dean of men, has been named program director. He received his degree in group work at George Williams College and has done graduate work at Ohio State.

George Caronis is administrative assistant. A graduate of Ohio State, he was active in extra-curricular affairs during his student days.

David Jacobs has been appointed supervisor of craft shop and exhibits. He received his M.A. at Los Angeles State College.

Leonard Overholt has been named bowling and billiards manager.

Kersey to Head Nevada Union

Robert Kersey has been appointed director of the new University of Nevada Union. Kersey formerly served on the staffs of the New Mexico and California Unions. He is a graduate of the Cornell hotel course.

"Outstanding Nebraskan"

Duane Lake, Nebraska Union director and former president of the Association, was named "Outstanding Nebraskan" last month.

One university administrator and one student are selected each semester by the Daily Nebraskan to receive the awards — certificates presented by the Daily.

The letter nominating Lake emphasized that "in spite of many obstacles he was not diverted from his goal of attempting to satisfy the needs of every student faction on the campus as he formulated his concept of what the ideal Union should include." (Ground was broken last month for the new Union addition).

The nominating letter continued:

"Since Lake has come to Nebraska ten years ago, he has revamped the activities program completely. He was elected president of the National Association of College Unions and also is a past regional representative.

"Because of Lake's amazing sensitivity to student needs and tireless efforts to satisfy those needs and create a better university — for outstanding ability and admirable character—for his guidance of the entire student body, Duane Lake deserves to be an Outstanding Nebraskan."

Margaret Parker Married

Miss Margaret Parker, director of student activities at Syracuse University, was married in June to George Stafford. She is continuing her work at Syracuse.

Coles Succeeds Bray

Mahlon J. Coles has taken over his new duties as director of the East Carolina College Union, Greenville, North Carolina. The vacancy was created by the recent death of **Lloyd Jones Bray.**

A graduate of the University of Minnesota and former manager of the bookstore there, Coles came to East Carolina from Chicago, where he was affiliated with Wilcox and Follette Publishing Co.

Where Staff "Turnover" Is Preferred

Irene Pierson (right), Illini Union social director, confers with her current assistants, Jeanne Nordstrom (left) and Gretchen Myers (center), over coffee in the Union Tavern. Miss Pierson is the author of "Campus Cues," — answers to 500 questions on campus life and social customs.

Turnover of personnel is welcomed by Miss Irene Pierson, social director of the University of Illinois Union. Because a vacancy means a chance for someone else to be trained in directing student activities. And it usually means also that one of her young assistants has gone to a better job at some other college.

In the past 10 years nearly a score of Miss Pierson's asssitants have left the campus after a year or two to become directors of similar programs elsewhere. Vacancies are filled by still other applicants for this unusual type of on-the-job training.

Among the colleges and universities where Illinois-trained social and activity directors are now, or have been, employed are the Universities of Florida, Washington, Minnesota, and California, Indiana, Ohio State, William Jewell College, Evansville College, and Texas Tech.

One of Miss Pierson's former assistants, Robert Alexander, who left Illinois to become program director at Kansas State College Union, is now director and assistant business manager of the University of California Medical Center Union and related facilities at San Francisco.

As the first Illini Union social director, Miss Pierson organized and developed her own job as well as the "training program" for her assistants. When she took over the job in 1941, she had a "head start," having been 12 years in the office of the Dean of Women.

The Illini Union student activities program is one of the largest in the country. The annual budget averages $60,000, covering hundreds of campus events and programs. About 750 students serve on committees, while thousands more participate.

Special events handled by Miss Pierson and her staff range from Homecoming each fall to bridge tournaments, coffee hours, and an art lending service. Biggest money maker is a moving picture program bringing outstanding foreign and American films to the campus for weekend showings.

Concert Managers Organize

Mrs. Fannie Taylor, theater director of the Wisconsin Union, was recently elected secretary-treasurer of the national association of college and university concert managers.

The association is a new group made up of college representatives who handle concert booking. It was formed for the purpose of sharing information and encouraging new cultural activities in educational institutions. **Gerald Erdahl,** North Carolina State Union director, also attended the recent organization meeting in New York.

MacCreary to Eastern Washington

Frank L. MacCreary has been appointed food supervisor at the Eastern Washington College Union, Cheney. MacCreary formerly served on the food service staff at the Washington State Union, Pullman, and as games supervisor at the Kansas State Union, Manhattan.

Honor for Foster

The board of managers of Willard Straight Hall, Cornell, is planning its annual spring banquet on May 13 in honor of Foster Coffin, director, who retires at the close of the year. Coffin has been director of the hall since its opening in 1925 and has served the Association of College Unions twice as president.

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UNION EMPLOYMENT SERVICES

Persons interested in applying for union positions may register with the Association's employment service upon payment of a $2.00 fee for a "Candidate's Record" blank (copy of the Association's booklet on Standards in Union Work included). Papers for available candidates will be sent upon request to college or union officers considering appointments of union staff members (no charge to association members; $5 service charge per inquiry to non-members). Write to Porter Butts, Director, Wisconsin Union, University of Wisconsin, Madison.